



**MAKE
ART
TO
MAKE
CHANGE.**

LEONARD BERNSTEIN
**FESTIVAL
OF THE CREATIVE
ARTS™**

APRIL 21-30, 2023

2023 REPORT TO SUPPORTERS

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INCLUSION STATEMENT

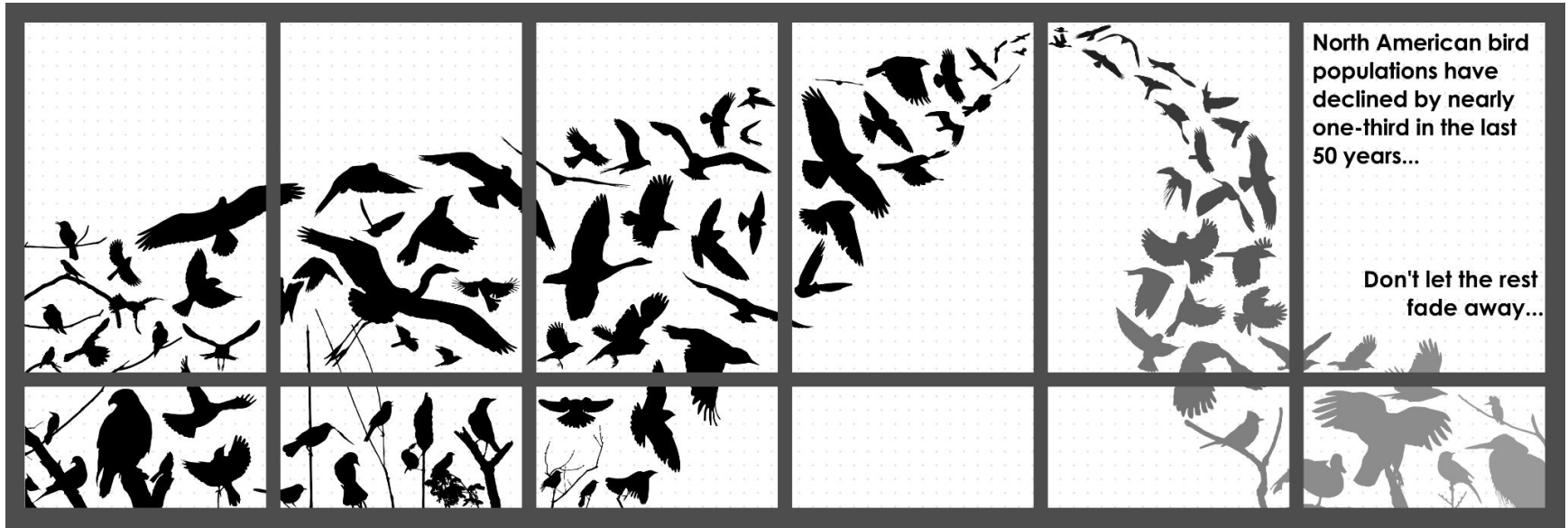
The Leonard Bernstein Festival of the Creative Arts welcomes and encourages the participation of people of all communities, generations and life experiences. We value a diversity of lived experiences and perspectives and recognize that our experiences and perspectives are shaped by multiple and intersecting social identities.

We encourage an exchange of learning among faculty, practitioners, students, staff and audience members. We support continuous reflection and learning about the arts.

LAND ACKNOWLEDGEMENT

We acknowledge and pay respect to the fact that the Brandeis campus occupies land that has been and continues to be the traditional land of the Mattakeeset, Namasket, Natick, Ponkapoag, and Wampanoag tribes of the Massachusetts Nation.

FESTIVAL THEME: ART IN THE YEAR OF CLIMATE ACTION



The Year of Climate Action is an initiative at Brandeis devoted to deepening the understanding of climate change as a social justice issue through curricular and co-curricular programming.

We invited students, artists, scholars, and community activists to consider the arts as a means to positive change. They produced creative responses such as plays focusing on the climate crisis, a workshop on upcycling clothes to keep them out of landfill, and a large-scale window decal to prevent bird deaths.

Forrest Shimazu '23 was selected in a campuswide competition to design a window decal (above) that will prevent bird deaths. It will be installed on the front windows of Shiffman Humanities Center in July 2023.

SUSTAINABILITY

We reduced the amount of resources we used whenever possible.

1. Campus banners are reused every year.
2. Instead of a t-shirt, volunteers and artists received a commemorative tote bag that uses less fabric, fits all bodies, and can be used in more ways than a t-shirt.
3. We reduced the number of printed program guides by 50%.
4. Art installations and workshops used exclusively or mostly upcycled materials.



Josh Taylor-Klaus '23, "Brandeis Curio Shop." Great Lawn. Scavenged materials from Brandeis dumpsters.



Mazzi Ingram '25 used her Festival of the Arts grant to offer “Slowing Down Fast Fashion” workshops in which she provided participants with fabric, patterns, sewing machines, and guidance on creative ways to update their clothing and reflect on consumerism.

BY THE NUMBERS

20 concerts

8 workshops or demonstrations

7 art exhibitions

5 dance performances

4 panels or lectures

4 theater productions

NEW SIGNATURE EVENT: Alumni Art Gallery

In partnership with the Office of the President and the Brandeis Alumni Association, the Festival of the Arts hosted the pre-launch of the new Brandeis Alumni Art Gallery.

“Alison Beker Judd ‘04 | be-tween” will be on view in the Wien Faculty Center until September 30, 2023.



Above: Jessica Liebowitz and President Ron Liebowitz at the exhibition opening, with Alison attending via FaceTime.

Left: Exhibition organizer Andrea Soloway '89 and outgoing Alumni Association President Lewis Brooks '81.

COMMUNITY ENGAGEMENT: SUPER SUNDAY

Family-oriented Super Sunday programs attracted a wide variety of audience members from nearby communities, who enjoyed the intergalactic creatures of Big Nazo and a technology station hosted by the Brandeis MakerLab. The Lemberg Children's Center cosponsored interactive movement games with Boston-based Play for Change.

Other guest artists included Africano Waltham, the Second Line Brass Band, and the Gann Academy Jazz Ensemble. In addition, the Festival of the Arts hosted the inaugural Waltham Creatives Connection, in partnership with the Samuels '63 Center for Community Partnerships and Civic Transformation and the Rose Art Museum.



COMMUNITY ENGAGEMENT: VOICES OF A RESILIENT RIVER



In collaboration with the Charles River Watershed Association, curator Caitlin Julia Rubin, and artist Andy Li, students in the CAST (Creativity, the Arts, and Social Transformation) program created an assemblage of individually crafted lanterns that shed light on lost or hidden voices from and about the river.

BUDGET

For events produced by Arts Engagement (does not include events produced by other departments). Does not include staff and student payroll.

EXPENSES

Stipends and fees to artists and curators	\$12,500
Artist expenses	\$ 1,837
Materials and services	\$ 1,972
Other purchased services	\$ 1,465
Grants to Brandeis artists	\$ 2,375
Marketing and communications	\$ 3,831
Food and receptions	\$ 1,685
Facilities and setup	\$ 1,805
TOTAL EXPENSES	\$27,470

INCOME

University funds	\$ 7,445
Endowment funds	\$13,225
Mass Cultural Council grant	\$ 2,500
Contributions from Brandeis partners	\$ 4,300
TOTAL INCOME	\$27,470

GRANT RECIPIENTS

Arts Engagement awarded \$2,400 to 11 Brandeis artists to support the creation of new works in performing or visual arts. This year, grant recipients could enroll in a two-credit practicum to receive logistical support and studio access.

Recipient(s)	Major(s)
Leeza Barstein '23 & Kaija Grisham '23	Environmental Studies / Anthropology & Economics
Sienna Bucu '22, PB '23	Studio Art
Vicente Cayuela '22	Studio Art
Mazzi Ingram '25	Environmental Studies
Ofri Levinson '25	Theater Arts & Film, Television and Integrated Media
Liz Sandoval '25	Business & Psychology
Harvey Sugiuchi '23	Environmental Studies & Politics
Josh Taylor-Klaus '23	Studio Art
Yu-Tung Cheng & Jingmian Gong (GRAD)	Music Theory and Composition



Collaborators Liz Sandoval '25, Monica Claros '26, and Bintou Baysmore '25. *Humanity's Dichotomy*, acrylic and mirror tiles, Usdan Student Center.

FEEDBACK FROM GRANT RECIPIENTS

Surveyed after the festival, 100% of grant recipients said they were “completely satisfied,” “very satisfied,” or “satisfied” with their projects.

Asked what would have helped them, nearly all recipients said “more time” or “better planning.”

Those who participated in the new weekly practicum hours in the Goldman-Schwartz sculpture studio reported that they benefited from supportive conversations, access to tools, and a place to store materials.

**How was Arts Engagement most helpful during this process, from application to completion?
Selected responses:**

- Helped me schedule my time and get materials
- Dealing with external vendors
- Weekly meetings for support and encouragement
- Helping me with display ideas

Advice to future grant recipients: “Make a plan, keep an eye on the timeline, and set small deadlines [along the way to completion]. Just set your mind and go for it! We can always perfect a project when we have a finished draft.”

CURRICULAR CONNECTIONS

It was such an important experience for the ten students in MUS 196B, Sound and Space, to be a part of the Festival of the Arts. From the beginning of the semester, the students knew they would be a part of a campus-wide festival and we often talked about the theme of climate action and what it means to make community art.

Students used interactive technology to trigger sounds in a variety of ways, and learned from the MakerLab how to build the interactive technology and print 3D objects.

About 100 people attended the presentation of works, mostly people from outside the music department. There were people in the building all evening from 7 - 9:30 pm.

On the last day of class each student recounted some of their favorite audience comments or interactions and it was very inspiring.

-- Erin Gee, Professor of Music Composition

- New interactive works by students in MUS 196B, Sound and Space
- New plays about climate action by students in THA 71A, Playwriting, working with members of Brooklyn-based theater company The Parsnip Ship (to be performed in fall 2023)
- Public art installation created by students in the CAST capstone course
- Outdoor performance by students in THA 110B, Contemporary Dance and Movement

CREATE@BRANDEIS CRAFT MARKET

Since its debut in 2021, the Create@Brandeis craft market has become a signature event of the Festival of the Arts and has expanded to include a Family Weekend market in October and a holiday market in December.



CAMPUS PARTNERS

Departments and programs

- Alumni Relations
- Arts Alumni Network
- Center for Spiritual Life
- Creativity, Arts and Social Transformation
- Department of Fine Arts
- Department of Music
- Department of Theater Arts
- Department of Student Engagement
- Hiatt Career Center
- Brandeis Hillel
- Intercultural Center
- International Business School

- Office of the President
- Office of Sustainability
- Research & Technology Innovation
- Samuels Center for Community Partnerships and Civic Transformation
- University Archives and Special Collections

Student organizations

- Adagio
- Basement Records
- Freeplay Theatre Collective
- MAD Band
- Rather Be Giraffes
- Too Cheap for Instruments
- Up the Octave



Art & Text in the Archives

University Archives & Special Collections presented works from its magnificent collection of printed and manuscript texts.

MARKETING AND MEDIA

Festival website

- During the period April 1 - May 12, 2023, the Festival of the Arts website had 12,750 views, continuing the annual increase in visibility.
- 2022: 10,537 views
- 2021: 8,606 views
- 2020: 9,978 views

Targeted email

Email communications included the Arts@Brandeis newsletter, emails from campus partners, and an all-campus email from President Ron Liebowitz.

Print advertising

- Full-page ad in Brandeis magazine, winter 2023 issue.
- Bilingual flyer to families of students at Waltham's Stanley and Plympton schools

Campus promotions

Program guide, posters, lawn signs, digital signage, banners at Shapiro Campus Center and campus entrance, information tables

Campus media

Articles in Brandeis *Justice* and Brandeis *Hoot*

External media

Arts Boston, Jewishboston.com, Waltham Patch

Social media

The Office of Communications and Arts Engagement posted Festival stories daily to Instagram, Facebook and Twitter. Engagement continues to be strongest on Instagram and on Facebook groups for Waltham residents.



VOLUNTEERS



Student and staff volunteers supported the Festival in many ways. They assisted teaching artists, distributed posters, staffed information tables, and worked backstage at performances.

CHECKLIST: 2022 GOALS

- ✓ We are proposing a two-credit practicum in installation and project management, to be based in Fine Arts, for individuals who are planning a Festival of the Arts project.
- ✓ We are seeking dedicated project space that could be used throughout the academic year in support of Festival of the Arts projects
- ✓ We anticipate offering programs to the external community in 2023.
- ✓ In conjunction with Brandeis' year of climate action, we will collaborate with campus partners on a program that significantly engages with sustainability and/or climate justice.
- ≡ Participation by student organizations was down this year, perhaps due to the past two years of virtual programming. Next year represents an opportunity to re-engage performance and arts clubs.

OPPORTUNITIES FOR 2024

- ❑ Celebrate Brandeis' 75th anniversary with a focus on art informed by social justice and other university values.
- ❑ Continue to offer the Festival of the Arts practicum in cooperation with the Department of Fine Arts.
- ❑ Increase outreach to external communities.
- ❑ Increase participation by student organizations by conducting focus groups in the fall.
- ❑ Increase community engagement among grant recipients with group meetings and an opening celebration.
- ❑ Increase collection and reporting of audience numbers.

COMMITTEES

Advisory Committee

- Nancy Armstrong, Adjunct Professor of the Practice of Theater Arts
- Giuseppe Desiato, PhD candidate in Music
- Tory Fair, Professor of Fine Arts
- Mary Fischer, Director of Sustainability
- Megan Ross, Associate Director, COMPACT
- Toni Shapiro-Phim, associate professor, CAST

Planning Committee

- Ella Amouyal '25
- Giuseppe Desiato, PhD candidate in Music
- Simon Fidlin '24
- Christine Kahn, Department of Fine Arts
- Eileen Phelan, Department of Theater Arts
- Angela Sun '23
- Teri Tozzi, Department of Student Activities

THANK YOU!

Festival Patrons and Sponsors

Elaine Reuben '63

Brandeis Arts Council

Aaron Foundation Visiting Artist Fund for Theater, Music, and Fine Arts

Mass Cultural Council

Brandeis Sustainability Fund

COMPACT

Lemberg Children's Center

See you next year! April 7-14, 2024

Ingrid Schorr, Director of Arts Engagement

Giuseppe Desiato, PhD '23, Associate Producer

Sabrina Goldsmith '25 and Judiana Moise '23, Program Assistants

Angela Sun '23, Community Art Assistant

Division of Creative Arts | School of Arts and Sciences | Brandeis University

Photographs: Mary Horan, Matt Kaufman '22, PB '23, Judiana Moïse '23, Galen Morse, Ingrid Schorr